

AMENDMENTS TO THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) A method of tracking information provided to a computer system from an advertisement database and associated server, the method comprising:  
providing an identifier unique to the computer system, the identifier being imbedded in one of the computer hardware and firmware in the computer system;  
the database associating the identifier with information specific to a computer user associated with the computer system;  
the computer user establishing a web connection with the server and transmitting the identifier to the database;  
~~in response, the database transmitting a specific advertisement to the identified computer system;~~  
~~the database tracking each advertisement transmitted to the identified computer system; and~~  
~~the database determining options and incentives available to the computer user associated with the unique identifier.~~  
the user logging on to a combination advertisement broker server;  
the computer system transmitting the identifier and requesting that a banner advertisement be displayed on the computer system;  
the database checking for the identifier;  
a counter accounting for the presence of the identifier; and  
based on the number of times the database locates the identifier, the database;  
determining which advertisements are transmitted to the user;

providing tracking for pricing the advertisements; and  
determining bonus incentives to the user associated with the identifier.

2. (Cancelled).
3. (Cancelled).
4. (Currently Amended) The method of Claim 1 further comprising:  
the server hosting the advertisements and informational data.
5. (Previously Presented) The method of Claim 1 further comprising:  
the database searching and locating advertisements that match criteria provided  
by the computer user during a querying procedure.
6. (Previously Presented) The method of Claim 5 wherein if no matching criteria is  
found, the database transmitting one of generic advertisements and no  
advertisements.
7. (Cancelled).
8. (Previously Presented) The method of Claim 1 wherein the identifier is one of a  
system code, a system code stored in nonvolatile memory, a unique ID from a  
microprocessor, a unique ID from a peripheral device and a unique identifier  
stored on a hard drive.
9. (Previously Presented) The method of Claim 1 wherein information specific to  
the computer user includes one of incentives, bonuses and discounts on a  
plurality of goods.

10. (Cancelled).
11. (Cancelled).
12. (Cancelled).
13. (Cancelled).
14. (Cancelled).
15. (Cancelled).
16. (Cancelled).
17. (Cancelled).
18. (Cancelled).
19. (Cancelled).
20. (Cancelled).
21. (Cancelled).
22. (Cancelled).
23. (Cancelled).

24. (Cancelled).
25. (Cancelled).
26. (Currently Amended) A method for tracking information to a computer system from a server comprising:  
providing an identifier unique to the computer system;  
providing a database associating the identifier with information specific to a computer user;  
~~the server receiving a request for an advertisement from the computer user;~~  
~~the user transmitting the identifier to the database via a web connection;~~  
~~in response, the database transmitting a specific advertisement to the user;~~  
~~the database tracking each advertisement transmitted to the identified computer system; and~~  
~~the database determining options and incentives available to the computer user associated with the unique identifier.~~  
the user logging on to a combination advertisement broker server;  
the computer system transmitting the identifier and requesting that a banner advertisement be displayed on the computer system;  
the database checking for the identifier;  
a counter accounting for the presence of the identifier; and  
based on the number of times the database locates the identifier, the database;  
determining which advertisements are transmitted to the user;  
providing tracking for pricing the advertisements; and  
determining bonus incentives to the user associated with the identifier.

27. (New) The method of Claim 26 further comprising:  
the server hosting the advertisements and informational data.
28. (New) The method of Claim 26 further comprising:  
the database searching and locating advertisements that match criteria provided  
by the computer user during a querying procedure.
29. (New) The method of Claim 28 wherein if no matching criteria is found, the  
database transmitting one of generic advertisements and no advertisements.
30. (New) The method of Claim 26 wherein the identifier is one of a system code, a  
system code stored in nonvolatile memory, a unique ID from a microprocessor, a  
unique ID from a peripheral device and a unique identifier stored on a hard drive.
31. (New) The method of Claim 26 wherein information specific to the computer user  
includes one of incentives, bonuses and discounts on a plurality of goods.